ABSTRACT

In today’s economy if a brand may be perceived as luxurious, not all luxury brands are deemed equally luxurious. There is difference in degree of brand luxury of each product. Goods could be either a luxury or a necessity for the same person in different situations. Consequently, the perception of what is and is not a luxury brand, as well as the amount of luxury contained in a brand, may be dependent on the content and the consumer concerned. The overall objective of this study was to measure the perceptions of brand luxury of Gucci product: A survey on the selected shopping outlets in Bangkok. In order to find these relationships, relevant theories and concepts are reviewed and combined to form the theoretical and conceptual framework.

A self administered questionnaire was used for collecting the data from the customers and users of Gucci brand at Bangkok area. The total questionnaires distributed were 450 in three Gucci shopping outlets at Bangkok area. Only 356 questionnaires were considered valid for data analysis. To analyze the data, descriptive statistics were used to measure the demographic factors while inferential statistics were used to measure the relationship between personal and non-personal perceptions of Gucci customers and brand luxury of Gucci. Spearman’s rank-order correlation coefficient was used to identify the relationship between independent and dependent variables which are measured using ordinal scale.

The results from this study indicated that there is significant relationship between personal and non-personal oriented perceptions of Gucci customers and users and brand luxury of Gucci. The findings of the study revealed that the there is a positive relationship between perceived uniqueness of Gucci consumers and perceived brand luxury. The results also showed that customers of Gucci consider Gucci as a symbol to exhibit their pecuniary strength before others. So for improving perceptions of brand luxury of Gucci, it is advisable to promote the perceived conspicuousness benefits of Gucci among the customers. The results revealed that the exclusivity of Gucci brand is high in Bangkok and the consumers of Gucci at Bangkok area consider Gucci as a part of their extended self. The study also provided scope for Gucci to understand and adopt advertising and marketing strategies to promote new products of Gucci.